



WEWS

# ORDER

Flight Dates **10/01/12-10/07/12**

Contract / Revision      **312403 /**

Original Date / Revision  
09/26/12    10/09/12

Advertiser **Republican Senate Campaig**

Product

Agency Com    15%

Billing Contact

**7720 Benson Road  
Carroll, OH 43112**

Agency    **Midwest Communications &**

Buying Contact

**49 S Grant Avenue  
Columbus, OH 43125**

Sales Office    WEWSL

Sales Region   LOC

Agency Ref

Order Sep      00:20:00

Estimate #

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A25-54

Rev Codes      POL      POL      CAND

Product Codes PL

Priority            P-2

Advertiser Ref

Primary Account Executive  
Bill Young

Account Executive	Order%	Start Date	End Date
Bill Young	100%		

Order Share 100% Market Value 53150

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	67	\$45,177.50	\$53,150.00	0.00
<b>Totals</b>	<b>67</b>	<b>\$45,177.50</b>	<b>\$53,150.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/07/12	67	\$45,177.50	\$53,150.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/01/12	10/07/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					5	\$400.00		0.00			
N 2	WEWS	10/01/12	10/07/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WEWS

Print Date: 10/10/12

Page 2 of 3

Contract / Revision **312403** Flight Dates **10/01/12-10/07/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 10/09/12

Order Sep 00:20:00

Advertiser **Republican Senate Campai** Product

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/01/12	10/07/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$550.00		0.00						
N 3	WEWS	10/01/12	10/07/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$600.00		0.00						
N 4	WEWS	10/01/12	10/07/12	M-F 9-10a Kelly	CM	Kelly	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$550.00		0.00						
N 5	WEWS	10/01/12	10/07/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$900.00		0.00						
N 6	WEWS	10/01/12	10/07/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	5	\$1,300.00	P-2	0.00	NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$1,300.00		0.00						
N 7	WEWS	10/01/12	10/07/12	SA-SU GMA 8-9a SA-SU GMA 8-9a	CM	8-9a	-----SS	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----SS	2		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/01/12-10/07/12		SA-SU GMA 8-9a		8-9a	-----SaSu	:30		<del>(\$600.00)</del>		0.00	NM		
See MG 7.3,7.4 [N/A ON ENTRY]															
2	WEWS	10/01/12-10/07/12		SA-SU GMA 8-9a		8-9a	-----SaSu	:30		<del>(\$600.00)</del>		0.00	NM		
See MG 7.3,7.4 [N/A ON ENTRY]															
3	WEWS	10/01/12-10/05/12		M-F GMA 7-9a		7-9a	MTWThF----	:30		\$600.00		0.00	NM		
Ⓜ MG for 7.1,7.2 [PER BOB]															
4	WEWS	10/01/12-10/05/12		M-F GMA 7-9a		7-9a	MTWThF----	:30		\$600.00		0.00	NM		
Ⓜ MG for 7.1,7.2 [PER BOB]															
N 8	WEWS	10/01/12	10/07/12	M-F 10-11a Dr. Oz	CM	Dr. Oz	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$550.00		0.00						
N 9	WEWS	10/01/12	10/07/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$800.00		0.00						
N 10	WEWS	10/01/12	10/07/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$900.00		0.00						
N 11	WEWS	10/01/12	10/07/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	5	\$950.00	P-2	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



**WEWS**

Print Date: 10/10/12

Page 3 of 3

Contract / Revision      **312403**      Flight Dates **10/01/12-10/07/12**

Hiatus Dates

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Order Sep    00:20:00

Advertiser   **Republican Senate Campai**   Product

Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 11	WEWS	10/01/12	10/07/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	5	\$950.00	P-2	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$950.00		0.00						
N 12	WEWS	10/01/12	10/07/12	M-F 7-730p 7-730p The List	CM	7-730p The List	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$1,000.00		0.00						
N 13	WEWS	10/01/12	10/07/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$900.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>			<u>Rtg</u>	<u>Type</u>		
1 WEWS		10/01/12-10/07/12		M-F 1135p-1202a Nightline	1135p-1207x		MTWThF----	:30	<del>(\$900.00)</del>			0.00	NM		
Unresolved [oversold]															
N 14	WEWS	10/01/12	10/07/12	SA 12a-1a CSI Miami Late SA CSI Miami Late	CM	12a-1a	-----S-	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	2		\$400.00		0.00						
N 15	WEWS	10/01/12	10/07/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$1,300.00		0.00						
N 16	WEWS	10/06/12	10/06/12	OSU Pre Game OSU Pre Game	CM	12p-12x	-----S-	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$850.00		0.00						
N 17	WEWS	10/06/12	10/06/12	OSU Post-Game OSU Post-Game	CM	12p-12x	-----S-	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$1,500.00		0.00						
N 18	WEWS	10/06/12	10/06/12	NCAA 330p-7pm NCAA 330p-7pm	CM	330-7p	-----S-	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$1,400.00		0.00						
<b>Totals</b>														<b>67</b>	<b>\$53,150.00</b>